

DOCKET NO.: FLOR-0162**PATENT****IN THE UNITED STATES PATENT AND TRADEMARK OFFICE****In re Application of:
Richard G. Rebh****Confirmation No.: 5193****Application No.: 09/965,963****Group Art Unit: 2674****Filing Date: September 28, 2001****Examiner: Duc Q. Dinh****For: METHODS AND SYSTEMS OF INTERACTIVE ADVERTISING****DECLARATION PURSUANT TO 37 C.F.R. § 1.131**

I, Richard G. Rebh, declare and say that:

1. I am the inventor of the above-identified patent application, which was filed on September 28, 2001.

2. I assigned my rights in and to the above-identified application to FLOORgraphics, Inc.

3. I understand that the U.S. Patent & Trademark Office has asserted that U.S. Patent No. 6,762,734 to Blotky *et al.* ("Blotky") is prior art to claims 75, 78-86 and 88-96 of my patent application.

4. I understand that Blotky was filed on June 15, 2001 and issued on July 13, 2004.

5. Prior to June 15, 2001, I had conceived and reduced to practice the invention, as recited in claims 75-77, 81-85, 89 and 90. For example, I had conceived and reduced to practice a FLOORanimator that had:

a floor display that conveys visual marketing information for a product that is proximal to the floor display;

an output device for disposing proximally to the product and for generating sound, wherein the output device conveys audio marketing information for the product;

a touch-activated sensor for disposing proximally to the product such that the sensor can be selectively actuated by a consumer based on the consumer's interest in the product;

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a memory comprising instructions for generating sound from the output device; and

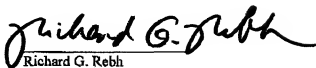
a controller in electrical connection with the output device, the sensor, and the memory, the controller executing the memory instructions in response to a signal generated by the sensor.

6. The documents FGI Sales Quotation (Feb. 26, 2001); *FLOORgraphics, Inc. Launches Interactive Media Program*, FGI Press Release (May 2001); and FLOORanimator Product Brochure evidence conception and reduction to practice of the invention, as recited in claims 75-77, 81-85, 89 and 90, prior to June 15, 2001.

7. The copies of the documents attached hereto evidence possession by myself of the invention described in the above-mentioned patent application.

8. I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information or belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or by imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful statements may jeopardize the validity of the application, any patent issuing there upon, or any patent to which this verified statement is directed.

Date: March 15, 2007


Richard G. Rebh